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MEMORANDUM FOR: Ambassador George Bush

SUBJECT : CIA and the Public: Rethinking

A case might be made for a return -- after the present period of travail -- to the Agency's traditional "no comment" posture in public affairs.

As a practical matter, the genie can't be stuffed back into the bottle. This being the case, we should rig ourselves in such a way as to breed better understanding of intelligence. This will call for some changes.

A few thoughts are attached.

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Assistant to the Director

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The office of the Assistant to the Director (A/DCI) should continue to be the contact point with the press. It should also:

- handle information for the public, e.g., pamphlets;
- be a central point for arranging public speakers;
- be the focal office for in-house information efforts.

PRESS

The office of the A/DCI should continue to handle press contacts in essentially the present style.

A reconsideration of our policy toward the foreign press and non-Agency photographers may be needed.

INFORMATION FOR THE PUBLIC

The A/DCI office should have the job of coordinating and distributing information to the public; it should have a key role in the production of new pamphlets for the public. Additionally, the A/DCI should coordinate:

- the production of a new speaker's kit;
- a film-strip show;
- a slide show, and
- an up-to-date 30 minute movie on the Agency and intelligence.

SPEAKERS

The office of the A/DCI should be the focal point for arranging for qualified senior officers to make public speeches. Agency components should supply basic draft speech material. (The A/DCI office should deal with general speakers. It should not, for example, handle the specialized speaking engagements now a part of the DDI or DDS&T traditional contacts with the academic world.)

The A/DCI office should help alumni as they seek information for either speaking or writing.

IN-HOUSE INFORMATION

The A/DCI office should be the center for any broad-based internal communication efforts, such as an Agency-wide newspaper, which might replace bulletins now being put out by various components, e.g., the Office of Medical Services' bulletin. The office would not concern itself with formal employee bulletins.

An Agency-wide publication could give the Director an easy way to keep in touch with employees. A "Director's Column" might be useful device.